

VOICES FOR CLIMATE ACTION PROGRAMME TUNISIA - CALL FOR MEDIA PROPOSALS 2022

Background

The Voices for Climate Action (VCA) programme is a lobby and advocacy programme being implemented by the World Wide Fund for Nature (WWF) Netherlands, SouthSouthNorth (SSN), Akina Mama wa Afrika (AMwA), Slum Dwellers International (SDI), Fundación Avina and Hivos under the Dutch Ministry of Foreign Affairs' five-year strategic partnership: "Power of Voices".

The programme aims to ensure that by 2025, local civil society and underrepresented groups will have taken on a central role as creators, facilitators and advocates of innovative and inclusive climate solutions. Their inclusion is crucial for effective and lasting climate responses. It is also crucial, and because the climate crisis is also a societal challenge with ethical and human rights aspects occurring alongside a number of inequalities based on gender, socioeconomic class, race, ethnicity, nationality, ability, sexual orientation, and age. The overall approach of the programme is to work with civil society to build widespread societal support for locally shaped climate solutions through an inclusive and rights-based approach. This includes building a broad-based climate alliance at country level, bridging divides (urban-rural, gender, youth) that amplifies voices in new unusual ways. In addition, it will influence national and global policies and financial flows (e.g. climate finance, private sector investments) in support of these locally shaped solutions. Climate justice approach Climate change is essentially a human rights issue because of its devastating effect on human life – and rights. It exacerbates existing inequalities between rich and poor, ethnicities, sexes, generations and communities. It undermines democracy and threatens the economy and development at large. Likewise, by far the greatest burden falls on those already in poverty and on underrepresented groups such as Indigenous peoples, the rural and urban poor, women and youth, although they are the least responsible for climate change. Through a climate justice approach, the programme intends to see an expanded civic space where civil society voices, in particular those of indigenous and/or marginalised people are heard on climate action.

Main strategic interventions at global level

The programmes main strategic interventions are centred around the following three pillars:

- Mutual capacity strengthening for co-creating alternative scaled climate solutions
- Agenda setting and movement in climate action through amplified storytelling
- Joint lobbying and advocacy to make policy and financial flows responsible to locally shaped climate solutions

Voices for climate justice in Tunisia

This programme is being implemented in Tunisia by consortium members AMwA, Hivos, SSN and WWF North Africa. We are seeking partners for the programme to join forces with us to amplify and strengthen

voices for the achievement of the programme goals, with strategies focused around any of the main interventions as outlined above. Please read on for the specifics of this particular call.

Specific intervention strategies for Tunisia are:

- Mutual capacity strengthening for CSOs and entrepreneurs to co-create alternative climate solutions and connect.
- Knowledge system strengthening to enable inclusive and accessible agenda setting and climate action movement through amplified storytelling
- Joint lobbying and advocacy provide an enabling environment for civic space

How we are:

WWF NA

WWF North Africa is an independent conservation organization which is part of the WWF Mediterranean program.

Created in 1994, WWF North Africa acts in order to offer to the future generations a living planet.

With our experts and the support of our donors, we are striving to sustain the natural world for the benefit of people and wildlife. From individuals and communities to business and government, we are part of a growing coalition calling on world leaders to set nature on the path to recovery by 2030. Together, we seek to protect and restore natural habitats, stop the mass extinction of wildlife, and make the way we produce and consume sustainable.

The fields of intervention of WWF North Africa, cover essentially the following areas:

- The conservation of ecosystems: marine and coastal protected areas, wetlands, forests and national parks.
- Sustainable fishing
- Capacity building of environmental protection associations
- Environmental awareness and education
- Ecotourism
- The creation of job opportunities in the field of sustainable development

Our projects and activities are aimed at a single objective which is: "To stop the degradation of the environment and build a future where human beings can live in harmony with nature. "



Call for proposals

WWF North Africa (WWF NA) welcomes proposals for media partners working around climate change adaptation especially with a focus on women, youth, urban poor, rural communities, and marginalized groups.

The WWF NA encourages applications from coalitions of classic and alternative Medias. Coalitions should include unusual groups and bridge divides (national-local, urban-rural, gender, youth), to amplify the voices for just climate action especially in relation to the following outcome:

- Knowledge systems are in place and decision makers are better informed through amplified storytelling and an enabled civic space to represent vulnerable groups in influencing agenda setting

The WWF NA is seeking for interested groups to apply to the following grant:

- Media fellowship or storytelling grant – for an organisation or coalition (two or more organisations)

Media fellowship or storytelling grant

The WWF NA seeks to partner with Tunisian organisations active in the media space to see an increase in both stories of inspiring climate action in the media, and more citizen stories being amplified for the public. Your organisation should have experience in facilitating storytelling sessions with communities and citizens with tangible outputs, and/or experience implementing media trainings and fellowships, as well as using stories for influencing at local and national level. Use of other (new social) media and innovative approaches to engage audiences, are welcome. If applying as a coalition, one organisation must be designated the lead in the application.

Budget: 35 000 Euros for four applicants:

- One national media: based in Tunis
- Three regional media working for the following regions: Kerkennah/Sfax, Beni Khedache/Mednine or Gabes

Who is eligible to apply?

- Classic and alternative Medias
- Applicant with a clean human rights record

- Applicant with track record on developing and advocating for locally shaped climate solutions
- Applicant with ability to link to and mobilize larger networks or capacity to access, mobilize, convene, and influence power holders
- It will be considered favourable if the coalitions/organizations:
 - Have prior experience carrying out activities in priority areas related to climate change adaptation
 - Includes actors not traditionally working in climate justice issues, but that have skills and tools which are relevant and/or scalable
 - Reflects a diverse perspective and intersectionality approach which will enhance participation and strengthen the wider climate justice movement and advocacy
 - Led by or who work with women groups, youth, persons with disabilities, or other marginalized groups.
 - Willing to collaborate with other actors to influence stronger impacts and to build capacity over time and jointly develop and implement a capacity strengthening plan.

Non eligible organization:

- International organizations

Evaluation Criteria

Generally, applications will be assessed based on eligibility or threshold criteria (minimum standards must be met), the quality of the proposal and the quality of the applicant organization or lead party of the coalition.

Key thematic area of evaluation:

- Climate solutions
- Storytelling
- Approach of stakeholder's engagement
- Innovative practices and enhancement process
- Gender
- Marginalized and minoritized groups
- Human rights

Specifically, the following criteria will be used during proposal review and selection:

- Clear aim and objective: the proposal is instrumental and/or strategic in contributing to VCA strategic objectives / outcomes (or even better the ToC)
- Context analysis: the extent to which the proposal defines the problem and objective

- Rights holder representation: the degree to which the organization involves, represents, and potentially amplifies the voices of most impacted and underrepresented groups and communities
- Advocacy and lobby: the degree to which the project potentially influences the stakeholders to implement new procedures and policies, create new and unexpected connections and practice
- Innovation: the degree to which the project/coalition provides clear innovative methods to enhance civil society participation in climate action (innovative solutions, now-how potential of local communities and indigenous people, nature-based solutions NSBs)
- Knowledge brokering: how the project plans to use the available knowledge and package relevant information in easily accessible formats, to reach key stakeholders to support evidence-based decision-making for just climate action
- Thematic focus and relevance: project addresses at least one of the thematic areas (desertification, water, food, deforestation, coastline, energy, etc...)
- Intersectionality approach: adopts a diverse, gender-equality and rights-based perspective to climate action and advocacy
- Regional presence: Tunisia, the priority is given to the hotpots of climate change vulnerability zone.
- Covid-19 context: clearly outlines covid-19 context and effective ways of working in light of the pandemic: mitigation risk plan

Grant Value

Grants will be awarded for the duration of six months from the signing of the contract (June to December 2022). Applications should include an indicative budget in the proposal. A full and detailed budget is not expected at the proposal stage.

Application Timeline

Date	Item
May 17, 2022	Issuance of 'Call for Proposals'
May 29, 2022	Deadline for submission of Proposals
May 30 – June 3, 2022	Assessment of Proposals
June 6, 2022	Successful applicants are notified
June 7 – June 13, 2022 (tentative timeline)	Due diligence, including operational and financial management, integrity and governance, human rights
June 15, 2022	Signing of contracts



Proposal Requirements



Kingdom of the Netherlands

Proposal should include the following:

- Indicate your thematic area of interest
- Title of project
- A brief description of your organization or coalition and why you are well-suited to carry out the proposed project
- A detailed description of the experience of your organization related to the thematic (concrete projects and actions related to storytelling, climate solutions, Nature based solutions, environmental awareness etc...)
- A detailed description of the proposed project including overarching goals. Clearly explain the targeted results, and how they will be measured
- A description of how the project will be implemented in the context of Covid-19: Risk mitigation plan
- Identify lead organization and list coalition partners in the case of coalition, network, consortium, and alliance applications
- Identify lead contact and list contact name, phone number, and email information
- Amount of requested and indicative budget

How to apply?

1. Please read the full Call for Proposals.
2. Please use the VCA proposal template (Word) for your proposal and VCA budget template (Excel).
3. Send proposals before 29 May 2022, 17:00 (Central African Time) to na.contact@wwfna.org

please use PoV_VCA Media in the subject line

For further information, questions or clarifications, please contact:

na.contact@wwfna.org and add in cc the following email addresses:

sdhouib@wwfna.org, hbaccouche@wwfna.org